



Logic Model

Rev. 7/11

Transforming African American women and their communities to improve health

Program Focus
Poor birth outcomes and health disparities affecting African American women and their infants. Contributing factors addressed: Chronic stress, Social isolation, Access to services, Racial inequities, Economic hardship, and Disempowered communities.

Inputs (Resources)

Funding sources

- Title V
- Title XIX
- First 5 grants
- Local support
- Other funds

Key stakeholders

Internal

- CDPH/MCAH
- Branagh Information Group
- UCSF Center on Social Disparities in Health
- Local MCAH and BIH Staff
- BIH Clients

External

- Local MCAH programs
- First 5 Commissions
- Community partners
- Experts

Equipment and Technology

- MCAH Management Information System
- Other equipment required to implement the program and conduct the evaluation (computers, phone, etc.)

Logistical Support

- Location/space
- Transportation
- Childcare

Knowledge Base

- Biomedical & social science
- Program/policy
- Practical experience

Outputs (Activities)

Local BIH activities

- Recruit clients
- Conduct client assessments
- Conduct group intervention
- Conduct case management and develop ICP (e.g. facilitate access to needed services)
- Collect and manage client and program data
- Conduct quality assurance and improvement activities
- Support staff development and strengthen competencies
- Engage and mobilize the community

Collaboration and partnership between state and local agencies in program development, implementation, monitoring, evaluation to ensure program FIDELITY

State BIH activities

- Analyze, synthesize and incorporate feedback from local site staff and experts for program design and revisions
- Update and maintain key program documents (i.e., Program Standards, Policies and Procedures, Data Book, Curriculum Handbook)
- Conduct program evaluation and monitoring
- Provide contract and fiscal management
- Conduct staff training and professional development
- Provide technical assistance and support local capacity building
- Provide guidance for program messaging and marketing
- Conduct ongoing activities to improve program implementation

Outcomes (Impact)

Empowering women & building resilience

- Improve social support and decrease social isolation
- Increase self-esteem, mastery, and coping
- Improve ability to manage chronic stress

Promoting healthy behaviors & relationships

- Promote behaviors to support health and wellness
- Promote reproductive life planning and receipt of family planning services
- Enhance women's parenting skills, bonding with their infants, and relationships with other family members.

Connecting women with services

- Improve access to medical, social, economic, and mental health services

Engaging Communities

- Raise community awareness of the problem and solutions
- Mobilize community action to support BIH efforts and improve conditions for African American women and their families

Ultimate Program Goal
Improve African American maternal health and infant health in California, and decrease Black: White health disparities and social inequities among women and infants.